PUBLIC RELATIONS DEPT. HEEL

Awareness is the greatest asset a "PR man" can have. In our situation, this means not only an awareness of what's up at WYBC, or on campus, but what the Imagination of the "Yale Community" is doing. You work primarily with images, and you can supply your own definition.

Secondly, and closely tied to Images, good PR requires an awareness of Audience. Our Two Stations broadcast to a varied but categorizable listenership. In doing PR, always remember that the basic Image, the one you feel would suit us best, always tempers to suit the audience.

With these general guidelines in mind, here are the requirements for your Heel:

1) Using every cell of imagination, develop a PR campaign on a topic I'll assign later (or sooner). It should include the basic PR "areas on and off campus, eg. posters, air promos, and anything else you can dream up.
2) Design two graphics: one Topical, ie. for a special production, etc.; and one of a more permanent nature, eg. along the lines "Tonite WYBC Presents...".
3) The Addressograph/ Program Guide Files need attention.(Will explain)
4) Any other ideas will obviously be entertained. That's how we live.
5) Learn the Oganizational nitty.

Good Luck.

And remember:
Dig We Must.

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WYBC

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